

**MINUTES OF THE
UTAH INTERNATIONAL RELATIONS AND TRADE COMMISSION**

Thursday, September 22, 2011, 8:00 a.m. – Room 450 State Capitol

Members Present:

Sen. Mark B. Madsen, Senate Chair
Rep. Eric K. Hutchings, House Chair
Sen. Patricia W. Jones
Sen. Peter C. Knudson
Rep. Janice M. Fisher
Rep. Lynn N. Hemingway
Rep. Christopher N. Herrod
Mr. Brian Farr
Mr. Brett W. Heimbürger
Mr. Miguel R. Rovira

Staff Present:

Ms. Constance C. Steffen, Policy Analyst
Mr. Peter Asplund, Associate General Counsel
Ms. Debra Hale, Legislative Secretary

Note: A list of others present, a copy of related materials, and an audio recording of the meeting can be found at www.le.utah.gov.

1. Commission Business

Chair Hutchings called the meeting to order at 8:14 a.m. At the request of Chair Hutchings, the commission members and staff introduced themselves.

MOTION: Sen. Jones moved to approve the minutes of the November 15, 2010 meeting. The motion passed unanimously, with Sen. Madsen, Rep. Fisher, and Rep. Herrod absent for the vote.

2. Economic Impact: Utah Exports

Mr. John C. Downen, Senior Research Analyst, Bureau of Economic and Business Research (BEBR), University of Utah, distributed and discussed an article written by Mr. Downen in BEBR's *Utah Economic and Business Review* entitled "The Economic Impacts of Utah's International Exports." According to Mr. Downen, the value of Utah's international exports increased 70 percent from 2007 to 2010. He noted that the total estimated impact on Utah's gross state product, as a result of the state's international exports of goods, excluding gold and silver, grew from \$4.4 billion in 2007 to \$5.9 billion in 2010.

3. Utah International Trade Report

Mr. Craig Peterson, Program Director, Governor's International Trade and Diplomacy Office (ITDO), Governor's Office of Economic Development (GOED), and Mr. Aaron Neuenswander, International Diplomacy and Trade Coordinator, ITDO, GOED, gave a presentation on projected export growth and activities of the Governor's International Trade and Diplomacy Office and distributed to commission members a copy of the presentation "Utah International Relations and Trade Commission, Thursday, September 22, 2011." Mr. Peterson projects that the value of Utah exports will increase by 30 percent from FY2010 to FY2012.

Mr. Brett Heimberger, Regional Director - Asia, ITDO, GOED, gave a briefing on a trade mission to China. He stated that the governor, along with 50 individuals seeking to initiate trade, went to China in April. He also said that, among the businesses represented, were medical device companies and that improved health care in China provides an opportunity for medical-related trade to China.

Mr. Miguel Rovira, Regional Director - Americas, ITDO, GOED, gave a briefing on an upcoming trade mission to Calgary.

Mr. Franz Kolb, Director - Europe, Middle East, Africa, and India, ITDO, GOED, discussed activities to promote trade with Europe, which accounts for more than half of Utah's international exports.

Mr. Gary Harter, Managing Director, Business Outreach and International Trade, GOED, reported adjustments GOED has made by developing three different teams (international, economic clusters, and rural development), members of which sit together weekly and look for synergy, opportunities, needs, and challenges to foster growth in trade for the state.

4. World Trade Center Utah

Mr. Lew Cramer, President/CEO, World Trade Center Utah, discussed activities of the World Trade Center, including educating businesses that have never exported on how to export. He noted that less than one percent of Utah companies export.

5. International Students: Impact on Utah's Economy

Mr. Cramer reported on the economic impact of international students in Utah. He stated that, in the 2009-2010 school year, 7,562 students were enrolled in higher education institutions in Utah. He said that the estimated net contribution to the Utah economy by the foreign students and their families is \$145,498,000.

Ms. Sheila Steiner, World Trade Center Utah, distributed to and discussed the following documents with committee members: "The Economic Benefit of International Education to the United States for the 2009-2010 Academic Year: A Statistical Analysis;" *The Chronicle of Higher Education*, "U.S. Institutions' Recruitment Strategies: a Snapshot of Fall 2010;" and *Deseret News*, "University of Utah's Pac-12 plan seeks to boost academic standards, diversity," as well as a letter from Gov. Herbert welcoming incoming international students to the state.

6. International Trade Commission Web link

Mr. Peterson discussed ways of notifying small businesses of export opportunities. He suggested subscribing to *Global Utah*, a weekly newsletter to inform agencies of international events. Mr. Kolb chairs the International Coordinating Council where any agency, university, or private group involved in international trade meets on a monthly basis, the minutes of which are included in *Global Utah*.

Mr. Peterson, Mr. Harter, and commission members discussed ways to improve the Commission's web presence, including creating links to training seminars and facilitating global meetings.

7. Other Items / Adjourn

Chair Hutchings adjourned the meeting at 10:57 a.m.